

Message Text

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ORIGIN IO-14

INFO OCT-01 CIAE-00 CU-04 INR-10 NSAE-00 RSC-01 USIE-00

AF-10 ARA-16 EA-11 EUR-25 NEA-10 ISO-00 SPC-03 EB-11

L-03 OTPE-00 FCC-03 OIC-04 SSO-00 INRE-00 SS-20 NSC-07

NSCE-00 PA-04 PRS-01 COME-00 /158 R

DRAFTED BY IO/UNESCO:RDFORSTER:JU

APPROVED BY IO/UNESCO:ISLIPPE

CU/OPP - RBOARDMANN(PHONE)

IO/P - FBLACHLY

S/PC - ASIRKIN

EB/TD - ALFREEMAN

IO/UNP - DBLACK

IO/UNP - DKTHOMPSON/DBLACK

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NESCO

E.O. 11652 N/A

TAGS: OCON, UNESCO

SUBJECT: UNESCO MEETING ON MASS MEDIA DECLARATION,
MARCH 11-15.

REF: PARIS 5527

1. GUIDANCE PROVIDED HEREIN, WHICH SHOULD BE GIVEN ON
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URGENT BASIS TO US EXPERT CARL SALANS, REPRESENTS AGREED
VIEWS OF WASHINGTON AGENCIES HAVING MAJOR INTERNATIONAL
COMMUNICATIONS RESPONSIBILITIES.

2. AS SALANS AWARE, US IS STRONGLY OPPOSED TO BASIC THRUST OF SOVIET RESOLUTION ADOPTED BY 17TH GC, AS MATTER OF FUNDAMENTAL PRINCIPLE. WE BELIEVE RESOLUTION WAS INTENDED TO PROMOTE, AND TO CLOAK IN UNESCO MANTEL, PHILOSOPHY AND PRACTICE OF RESTRICTING RATHER THAN INCREASING FREE FLOW OF INFORMATION AND IDEAS AND OF SUPPRESSING RATHER THAN ENCOURAGING THE EXPRESSION OF OPINION AND DISSENTING VIEWS, THROUGH EXERCISE OF GOVERNMENTAL CONTROLS OVER ALL MASS MEDIA. IN OUR VIEW, EXPERTS MEETING IS FOREDOOMED TO BE EXERCISE IN FUTILITY SINCE IT IS DIFFICULT TO CONCEIVE OF A DRAFT DECLARATION ACCEPTABLE TO BOTH THE US AND USSR.

3. SALANS, WITH DISCREET HELP, AS APPROPRIATE, FROM PERMDEL SHOULD MAKE IT CLEAR TO ALL CONCERNED, INCLUDING MEMBERS OF

SECRETARIAT, THAT ON VITAL, SENSITIVE MATTER LIKE THIS US MUST INSIST THAT NO DRAFT DECLARATION IS ACCEPTABLE THAT HAS NOT BEEN UNANIMOUSLY AGREED TO BY THIS GROUP OF "INDEPENDENT, NONGOVERNMENTAL" EXPERTS. WE ASSUME THAT UNBRIDGEABLE GULF BETWEEN US AND SOVIET POSITIONS WILL BE REFLECTED EXPERTS GROUP AND THAT DG WILL CONCLUDE IT WOULD BE POINTLESS TO CALL FOR ANOTHER MEETING, A DECISION WE WOULD WELCOME. WE ALSO ASSUME THAT IN THESE CIRCUMSTANCES DG WOULD NOT ASK HIS STAFF TO DASH INTO BREACH WITH SECRETARIAT DRAFT.

4. ON OTHER HAND, DG'S REPORT TO 18TH GC ON WHAT HAS BEEN DONE TO IMPLEMENT 17TH GC'S RESOLUTION WILL INEVITABLY DRAW HEAVILY ON RESULTS OF EXPERTS GROUP, WHICH IN TURN, BOTH IN SUBSTANCE AND MANNER OF PRESENTATION, WILL GIVE DG AMPLE OPPORTUNITY FOR INFLUENCING FUTURE HANDLING OF THIS MATTER BY BOTH GC AND SECRETARIAT. SALANS' REFLECTION OF US VIEWS AT EXPERTS MEETING WILL THEREFORE BE VERY IMPORTANT IN HELPING TO THWART SOVIET EFFORTS TO GET UNESCO SANCTION FOR CONTROL OF MASS MEDIA. FOR THIS REASON WE HAVE PROVIDED MORE DETAILED GUIDANCE THAN IS STRICTLY NECESSARY FOR EXPERIENCED NEGOTIATOR LIKE SALANS.

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WE HAVE NOT, HOWEVER, PREPARED ANY STATEMENTS FOR HIM TO MAKE, PREFERING TO RELY ON HIS OWN GOOD JUDGMENT, FEEL FOR SITUATION AND FAMILIARITY WITH BASIC US OBJECTIVES IN THIS AREA.

5. WHILE AVOIDING GIVING ANY APPEARANCE OF BEING INSTRUCTED, SALANS MAY NEVERTHELESS FIND IT USEFUL TO INDICATE HIS FAMILIARITY WITH OFFICIAL USG VIEWS, ESPECIALLY WHEN IT IS ESSENTIAL TO MAKE IT CLEAR THAT SOMETHING IS WHOLLY UNACCEPTABLE TO US (AND TO LIKE-MINDED MEMBERS WITH SIMILARLY FREE AND OPEN SOCIETIES).

6. DEPT WOULD GREATLY APPRECIATE BEING KEPT INFORMED, THROUGH PERMDEL, OF ALL IMPORTANT DEVELOPMENTS DURING MEETING, ESPECIALLY ANY NEW PROPOSALS AIMED AT ACHIEVING SOME KIND OF COMPROMISE WHICH, AS INDICATED ABOVE, WE BELIEVE EXTREMELY UNLIKELY IF NOT IMPOSSIBLE. IN NO EVENT SHOULD SALANS AGREE TO ANY DRAFT DOCUMENT ON WHICH USG ADVICE (AND CONSENT) HAS NOT BEEN OBTAINED.

7. FOLLOWING GUIDANCE ADDRESSES SWEDISH DRAFT (DOC. COM-74/CONF.616/3), PARA BY PARA . REFERENCES TO SWISS COMMENTS ARE BASED ON ASSUMPTION IT WOULD BE HELPFUL, WHENEVER POSSIBLE, TO LET OTHER WESTERN EXPERTS MAKE US POINTS, AT LEAST INITIALLY. GUIDANCE ALSO REFLECTS USG WISH FOR US EXPERT TO APPEAR AS POSITIVE AND CONSTRUCTIVE AS POSSIBLE THROUGHOUT EXERCISE, DESPITE OUR BELIEF AND

HOPE THAT NO AGREED DRAFT DOCUMENT CAN EMERGE FROM MEETING, NOT JUST BECAUSE OF US OPPOSITION BUT ALSO BECAUSE OF OPPOSITION OF LIKE-MINDED MEMBERS.

1ST PREAMBULAR PARA: THIS PARA'S PROPER EMPHASIS ON FREE FLOW STANDS MARKED CONTRAST TO TITLE OF DRAFT DECLARATION, WHICH WE TAKE STRONG EXCEPTION BECAUSE OF CLEAR IMPLICATION PHRASE "USE OF MASS MEDIA" OF MANIPULATION, I.E. CONTROL BY GOVERNMENTS, WHETHER ON NATIONAL OR INTERNATIONAL BASIS. THIS IS ANTITHESIS OF "PROMOTION OF FREE FLOW OF IDEAS BY WORD AND IMAGE".

2ND PREAMBULAR PARA: WE AGREE WITH BOURQUIN ON LIMITED OFFICIAL USE
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DESIRABILITY OF REFERRING TO ARTICLE 19 OF UNIVERSAL DECLARATION OF HUMAN RIGHTS, WHICH, BECAUSE OF ITS IMPORTANCE, MIGHT BETTER BE SUBJECT OF SEPARATE PARA QUOTING SUBSTANCE OF ARTICLE. BY CONTRAST, REFERENCE TO UN CHARTER'S INJUNCTION AGAINST INTERFERENCE IN DOMESTIC MATTERS WOULD APPEAR INAPPROPRIATE IN CONTEXT OF FREE FLOW. CHARTER REFLECTS CONCERN WITH INTERFERENCE BY THE UN IN AFFAIRS OF MEMBER GOVERNMENTS WHEREAS FREE FLOW PRINCIPLE IS EXPRESSION OF UNESCO IDEAL OF PROMOTING PEACE AND UNDERSTANDING BY ENCOURAGING NONGOVERNMENTAL PEOPLES-TO-PEOPLES DIALOGUE THROUGH FREE COMMUNICATIONS MEDIA.

3RD PREAMBULAR PARA: WE AGREE WITH BOURQUIN'S PARA 5 AND URGE SALANS TO SUPPORT OR, IF NECESSARY, PROPOSE DELETION OF THESE ADJECTIVES. ALSO BELIEVE PHRASE "BOTH IN NATIONAL AND INTERNATIONAL SPHERES" UNNECESSARILY MUDDIES PARA AND SHOULD BE DELETED.

4TH PREAMBULAR PARA: SINCE MAN'S DEBATE ON WHAT IS "TRUE

AND HONEST" LIKELY TO CONTINUE FOR SOME TIME, THIS PARA WILL SIMPLY BE USED TO JUSTIFY CENSORSHIP AND IS THEREFOR UNACCEPTABLE TO US. ALSO, WE DO NOT SHARE BOURQUIN'S NAIVE FAITH IN POSSIBILITY OF ESTABLISHING AN INTERNATIONAL BODY THAT COULD INTERPRET "DEBATABLE TERMS" TO SATISFACTION OF ALL.

5TH PREAMBULAR PARA; IMPLICATION OF FIRST SENTENCE OF BOURQUIN'S PARA 8, WITH WHICH WE CONCUR, IS THAT HE AGREES WITH US RE DIFFICULTY OF ESTABLISHING WHAT IS "TRUE", "RIGHT", "PEACEFUL" ETC. (FYI. THE 2ND GA (1947) ADOPTED UNANIMOUSLY THE TWO RPT TWO RESOLUTIONS REFERRED TO. END FYI.)

6TH PREAMBULAR PARA: FYI. RESOLUTION 11 REFERRED TO IS PROBABLY ONE ADOPTED 28 NOVEMBER 1966 (NOT 15 NOVEMBER 1968) BY 14TH GC BY VOTE OF 72 TO 11 WITH 26 ABSTENTIONS. WE UNABLE IDENTIFY US POSITION, BUT US REP CRITICIZED POLITICIZATION OF DEBATE AND STATED THAT "LANGUAGE ... IS SOMEWHAT INTEMPERATE AND WILL NOT MOVE US IN DIRECTION WE WOULD LIKE TO GO" (PP. 1001FF OF 14TH GC RECORDS).
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END FYI.

7TH PREAMBULAR PARA: FYI. REFERENCED 1965 CONVENTION WAS SIGNED BY US 28 SEPTEMBER 1966. OUR SIGNATURE WAS ACCOMPANIED BY FOLLOWING STATEMENT RE CONSTITUTIONAL PROBLEMS WE HAD WITH ARTICLE 4: "THE CONSTITUTION OF THE US CONTAINS PROVISIONS FOR THE PROTECTION OF INDIVIDUAL RIGHTS, SUCH AS THE RIGHT OF FREE SPEECH, AND NOTHING IN THE CONVENTION SHALL BE DEEMED TO REQUIRE OR TO AUTHORIZE LEGISLATION OR OTHER ACTION BY THE USA INCOMPATIBLE WITH THE PROVISIONS OF THE CONSTITUTION OF THE USA." END FYI.

8TH PREAMBULAR PARA: WHILE WE DO NOT OBJECT TO REFERENCE TO DECLARATION OF DBS GUIDING PRINCIPLES IN PREAMBULAR

PARA ASKING MEMBERS TO "BEAR IN MIND", SALANS MIGHT WISH TO CONSIDER WHETHER IT WOULD BE HELPFUL OR COUNTERPRODUCTIVE TO TAKE THIS OPPORTUNITY TO RECALL THAT THERE WAS SUBSTANTIAL OPPOSITION (BY NO MEANS LIMITED TO US) TO ADOPTION OF THIS DECLARATION BY 17TH GC. (IF REQUIRED, PERMDEL SHOULD PROVIDE RELEVANT BACKGROUND DATA FROM FILES AND VERBATIM CONFERENCE RECORDS.) SALANS MAY ALSO WISH TO BEAR IN MIND THAT SUBJECT IS NOW UNDER ACTIVE CONSIDERATION IN GENEVA BY DIRECT BROADCAST SATELLITES WORKING GROUP OF UN COMMITTEE ON PEACEFUL USES OF OUTER SPACE.

9TH PREAMBULAR PARA: NO COMMENT.

10TH PREAMBULAR PARA: THIS PARA, WHICH FLOWS FROM BASIC SOV. RESOLUTION, IS OBJECTIONABLE FOR SAME REASONS CITED ABOVE WITH REFERENCE TO TITLE OF SWEDISH DRAFT, BASICALLY BECAUSE OF PHRASE "GOVERNING THE USE OF", WHOSE IMPLICATIONS ARE WHOLLY UNACCEPTABLE TO US AND WHOLLY INCONSISTENT WITH UNESCO PRINCIPLE OF FREE FLOW OF INFORMATION.

ARTICLE I: "RESPONSIBILITY", LIKE MOTHERHOOD, IS DIFFICULT TO CRITICIZE, ALTHOUGH RELATIVELY EASY IN THIS CASE. OBVIOUS QUESTIONS THAT IMMEDIATELY ARISE ARE: RESPONSIBILITY FOR WHOM? FOR WHAT? HOW? U. S. CANNOT LIMITED OFFICIAL USE
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ACCEPT IDEA THAT MASS MEDIA SHOULD BE REGULATED UNDER ANY INTERNATIONAL REGIME.

ARTICLE II: "ALL POSSIBLE MEASURES" IS WEAKER APPROACH

(AND INVITES ABUSE) THAN SIMPLE ASSERTION ALONG LINES THAT "EACH STATE SHOULD ENSURE THAT....". IT IS PARTICULARLY IMPORTANT TO EMPHASIZE THAT IT IS EACH STATE THAT IS IMPLEMENTING AUTHORITY. WE ALSO SUGGEST, AS MORE POSITIVE APPROACH, SUBSTITUTING GOAL OF FOSTERING INTERNATIONAL UNDERSTANDING AND COOPERATION FOR EXISTING REFERENCE TO "MUTUAL RESPECT OF RIGHTS AND DIGNITY OF STATES AND PEOPLES", WHICH HAS DEFENSIVE RING TO IT.

ARTICLE III: RIGHT TO RECEIVE INFORMATION SHOULD ALSO BE MENTIONED IN FIRST SENTENCE, WHEREAS R

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Message Attributes

Automatic Decaptioning: X
Capture Date: 27 JUL 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 08 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE047336
Document Source: ADS
Document Unique ID: 00
Drafter: IO/UNESCO:RDFORSTER:JU
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740382/abbrzcoq.tel
Line Count: 250
Locator: TEXT ON-LINE
Office: ORIGIN IO
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: PARIS 5527
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags: ANOMALY
Review Date: 23 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 APR 2002 by ifshinsr>; APPROVED <11 JUN 2002 by morefirh>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: UNESCO MEETING ON MASS MEDIA DECLARATION, MARCH 11-15.
TAGS: OCON, UNESCO
To: PARIS
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005